

Subject: Hello Broadway Fans

From: Bryan Eck

Date: 03/10/2016 04:59 PM

To: Adrian Fine <afine@laconservancy.org>, Blair Besten <blair@hdlabid.com>, Marie Rumsey <MRumsey@ccala.org>, "Escott O. Norton" <escott@lahtf.org>

CC: Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org>

Hi Adrian. Hi Blair. Hi Marie. Hi Escott.

With the sincere belief that the Historic Broadway Sign District is one of the most innovative and thoughtful pieces of legislation to be adopted by the City in recent years, the Department of City Planning is pursuing awards from the American Planning Association for the effort. Letters of support always help make the case and can give a submission the needed leg-up over other applications. As key members involved with the project, your support would be meaningful and could go a long way. I do believe this is something that could be competitive at the national level.

I'm sure you are all quite busy so I completely understand if getting a letter to me by early next week is impossible. I can make it as easy as possible by sharing the project description to lift the ideas for such a letter (see below).

Key items that these juries will probably like:

- **Collaborative nature used in the development of the ordinance**
- **Creative development of the ordinance using historic photos, existing historic signs, thinking in depth about the historic building stock in relationship potential new signs**
- **The character-reinforcing aspects**
- **Lots of outreach with no public controversy (an amazing accomplishment when dealing with signage)**
- **Innovative revenue-sharing to further the other policy goals of Broadway**

Again, I would really appreciate your support and I can help with any letters short of signing them.

Best,
Bryan

APA Los Angeles 2016 Award Application

HISTORIC BROADWAY SIGN DISTRICT

SUMMARY DESCRIPTION

Historic Broadway in Downtown Los Angeles during its heyday of the 1920s, 30s, and 40s would, for most, likely conjure a mental image of the elegant and richly-detailed Beaux Arts buildings, the throngs of smartly-dressed pedestrians crowding the sidewalks, clanging streetcars filled with patrons headed to and from the bustling street, and also – SIGNS – big, graceful, and bright signs.

While a vestige of a previous era, many of these signs currently exist and still contribute to the character of the important National Register Broadway Theater District - the first and largest historic theater district in the United States. Take a stroll down Broadway today and you'll encounter the towering Orpheum Theater Open Panel Roof Sign, the chic Eastern Columbia neon sign, the marquee sign on the Million Dollar Theater, the blade sign on the Los Angeles. However, until adoption of the Historic Broadway Sign District on January 20 2016, the sign types, designs, and sizes that historically mark the district were otherwise not allowed under the existing signage regulations.

The Historic Broadway Sign District establishes comprehensive regulations for allowable sign types, design, placement, and operations for all signs on Historic Broadway. The provisions were highly tailored to reinforce the historic signage conditions and allow new signs to better complement the existing historic buildings and assemblage of signs that largely define the iconic street.

The sign district is the "third act" of regulatory guidance for Broadway which includes the Broadway Community Design Overlay, which guides rehabilitation of existing buildings as well as new construction, and the Broadway Streetscape Master Plan, a design plan for improvements to the public realm. Together, these regulatory documents create a uniform design aesthetic, guide and promote the rehabilitation of historic buildings, and reinforce Broadway as a vibrant, pedestrian-oriented, historic entertainment district.

Much of the success of the Sign District is owed to the unique and collaborative process used during its inception. Over the course of several years, a working group of stakeholders, led by the Office of Councilmember Jose Huizar and its Bringing Back Broadway initiative, met regularly to craft a complete conceptual draft ordinance. The group, made up of participants from the Department of City Planning, Los Angeles Office of Historic Resources, the Los Angeles Conservancy, and other Broadway stakeholders, used historic photos and existing historic signage for inspiration, as well as guides for precise measurements, in the development of the conceptual sign district provisions.

The Historic Broadway Sign District is the first of its kind and includes revenue-sharing mechanisms that will promote the rehabilitation of older buildings in need of façade improvements, provide incentives for interior building renovations, and contribute to the build-out of the Broadway Streetscape Master Plan. This complimentary approach, of sign regulations and a funding mechanism, can reinforce the familiar image of big, graceful, and bright signs adorning the historic and reinvigorated Broadway corridor.

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